

Event Planning

A strong rule of thumb is to allow for a *minimum of 6 weeks planning* prior to hosting an event. This allows for adequate time to develop and execute a marketing and communication plan, as well as, coordinating event logistics. Planning should take 80% of the effort for hosting an event. Committees can avoid errors, delays, and missed opportunities by taking the time to plan.

- [Event Guidelines—an overview of events, resources, and committee structure. \[PDF\]](#)
- [Event Checklist \(1 page\) \[WORD Doc\]](#)
- [Event Plan of Work \(aka Statement of Work\) \[WORD Doc\]](#)—A roadmap for your event. Using the CAL Plan of Work template, you can easily plan your event start to finish. Updated versions are also found in TEAMS Event Channel.
- **Communications Plan**—A detailed communications plan should be in the Event Plan of Work. Follow a hard rule of "no surprises"—that means for every step of the process. Assume that there aren't things being done mysteriously behind the scenes; if it needs to be done make sure it's been assigned to someone. Avoid ambushing support staff or the fiscal officer with last minute event directions or expenditures. Plan ahead, communicate, and work the plan.
- **Planned data collection**—Benchmark measurable outcomes. Sign in sheets at event. Pre-event/or post-event surveys.
- **Accessibility**—Ensure your event communications, venue, menu, and presenters accommodate accessibility needs. (eg: Always use the microphone.)
- **Budget Planning**—Event budgets should be prepared in consultation with the fiscal officer, or their delegate, prior to expenses being incurred. There should be no budget surprises during the event planning and execution.